

ASHEVILLE



HUB Presentation

April 20, 2010

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Economic Development***

Office of Economic Development Overview



“The focus of the City of Asheville, Office of Economic Development, is to promote the City's economic development policies through linked and collaborative initiatives that leverage resources to create a vibrant and robust Asheville economy.”

Functions

- **Product Development/Economic Development Planning**
- **Real Estate Management**
- **Minority Business**

Council Strategic Plan

- **The City of Asheville will offer a standard of living that is affordable and attainable for people of all incomes, life stages and abilities.**
- **Asheville will support a dynamic and robust local economy with balanced and sustainable growth.**

Product Development/Economic Development Initiative Highlights



- Leverage EDC/AdvantageWest/CarolinaWest Partnerships
 - **UNC Pharmacy School**
 - **CDBG Moog Music**
 - **Site Consultants**
- RENCI Relocation
- MapAsheville/Priority Places
- Land/Ag Initiatives
 - Gladheart Farms



Product Development/Economic Development Initiative Highlights



- Southern Conference & Big South Bid Packages
- Social Media



Product Development/Economic Development Initiative Highlights



- Development Process Improvements
 - One Stop Shop
 - Development Forums
 - Responses to Changing Economic Conditions
 - ✓ Signage
 - ✓ Parking
 - ✓ Landscaping
 - ✓ Compliance Thresholds
 - ✓ Permit Lifespan

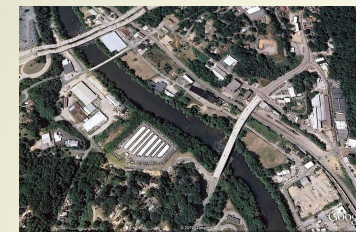
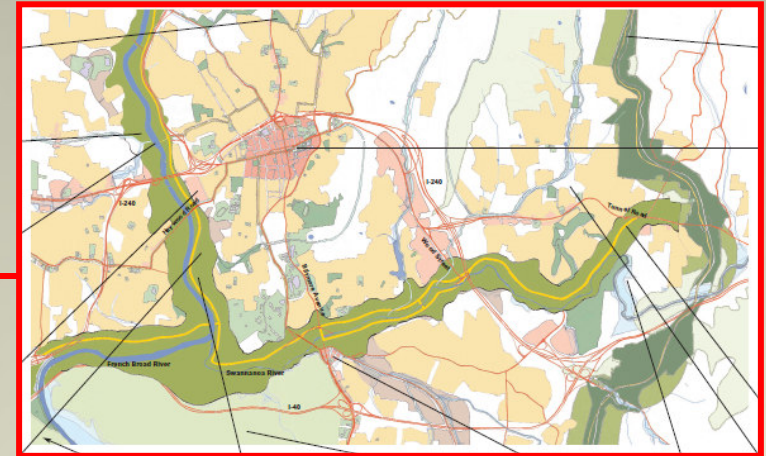
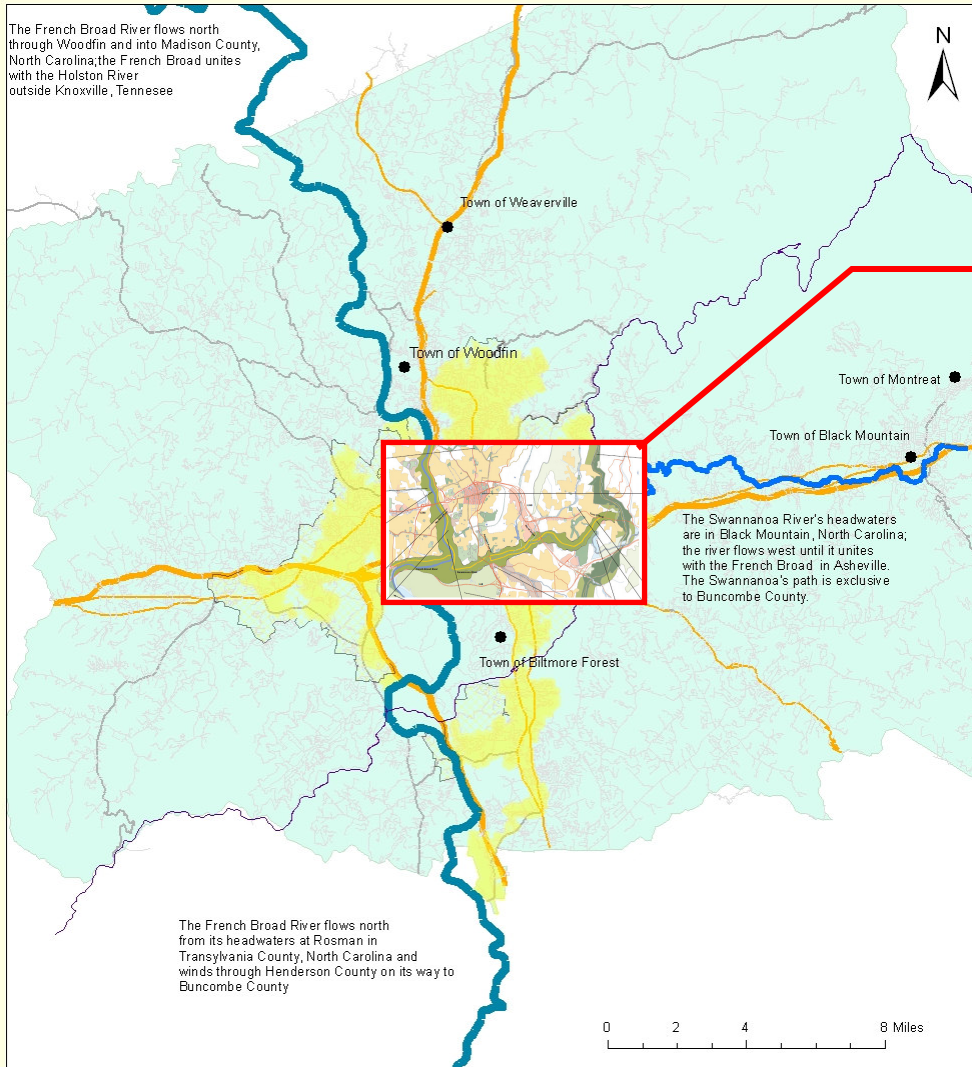
Downtown Master Plan Implementation



- UDO Changes governing development process, building heights and form: The formal review process will begin in May with the Downtown Commission, Planning & Zoning, the Planning & Economic Development Committee of City Council, and then to full Council.
- Historic Preservation and Arts & Culture Committees are beginning work on specific initiatives.
- Downtown Management subcommittee is examining downtown needs and whether a management entity should be formed.
- Transportation & Parking subcommittee is reviewing and monitoring plan elements, but much of this strategy relies on capital funding.

RIVERFRONT REDEVELOPMENT

Regional and
Wilma Dykeman
Focus Area



Created by the City of Asheville October 2009



Real Estate Management



- Beaucatcher Greenway
In Nov 2009, City Council authorized an exchange of property with Zealandia Holdings in order to develop a modest park and greenway amenity highlighting the historic "Helen's Bridge." Closing is anticipated for Summer 2010.



Minority Business Program

Women, Minority, and Small Business Development

- Partner with other local area service providers in technical assistance education in areas of accounting, business plan drafting, etc.
- Highlight: Honey Right Electrics, LLC, minority owned certified business performed the electrical work for the RENCI Project and is actively seeking other government contracts.
- Partnership between COA, Mountain BizWorks, Asheville Buncombe Institute for Parity Achievement (ABIPA), and Eagle Market Street Development Corporation (EMSDC) to provide information and resources to the Black Business Alliance.

Strengthening Services from State Agencies in WNC

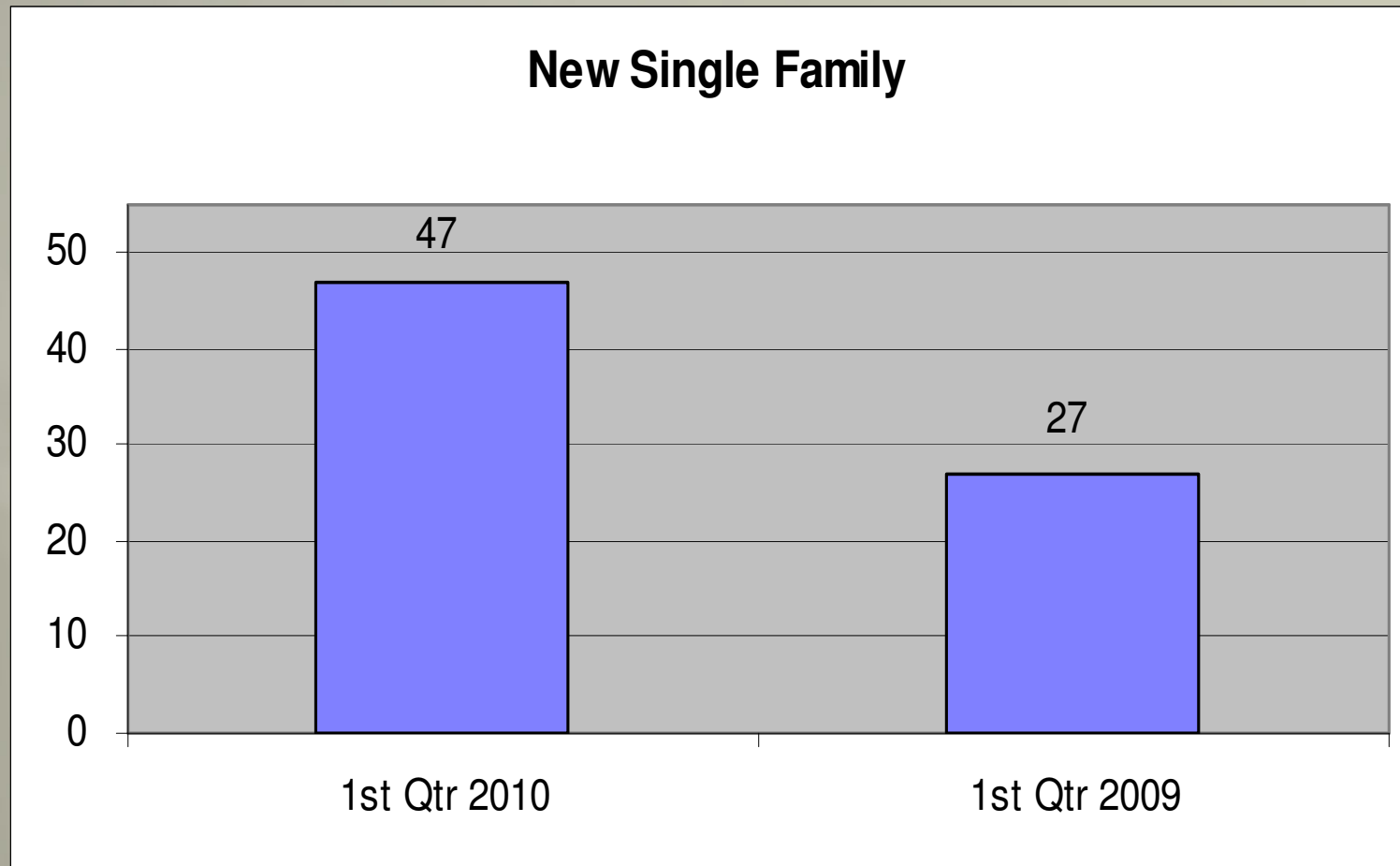
- Work with Department of Transportation, Office of Historically Underutilized Businesses, Lawyers for Entrepreneurial Assistance Program, Department of Commerce, etc.

Training and Development

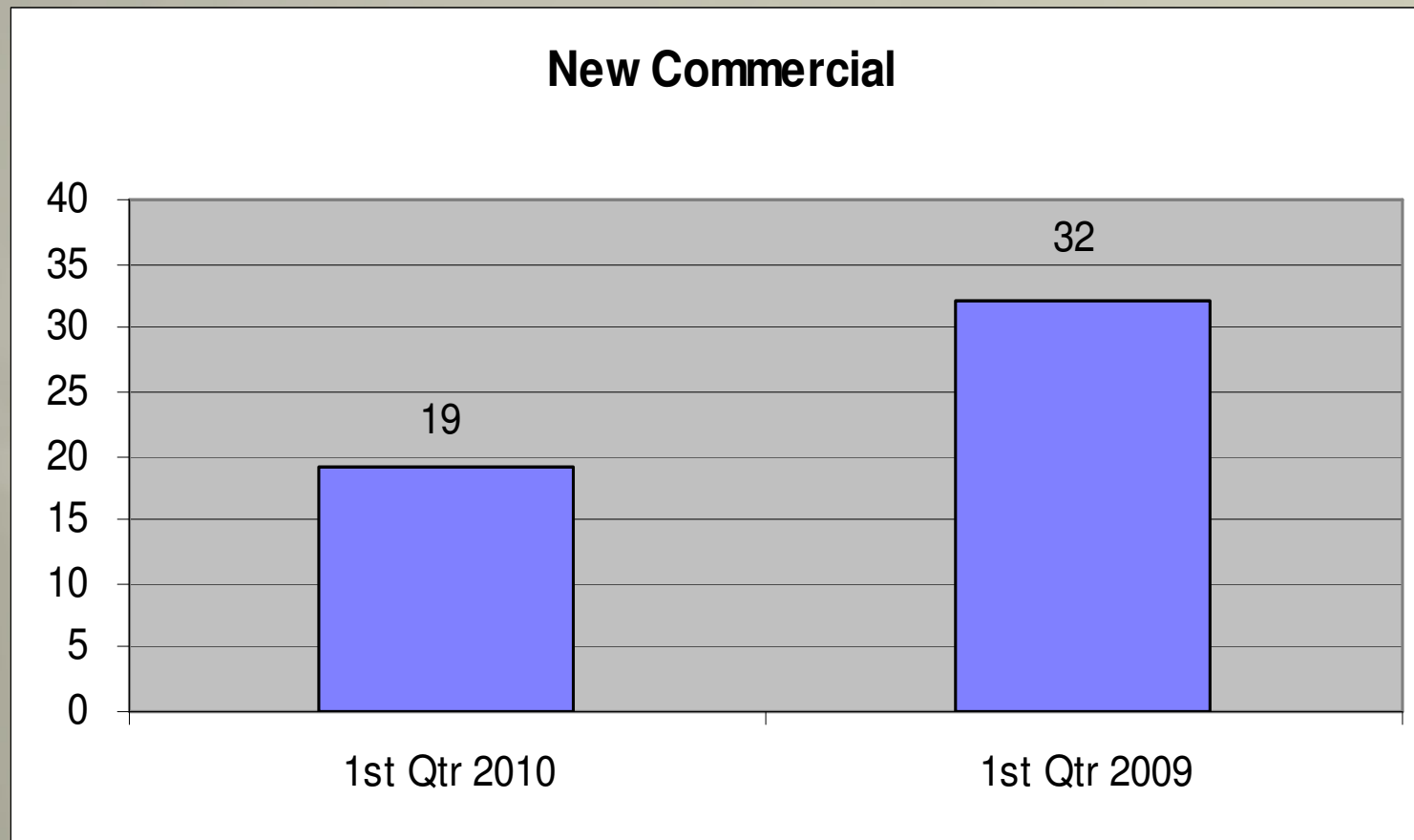
- Internal: "Basics to Minority Business Outreach"
- External: "Understanding Lawful Employment"



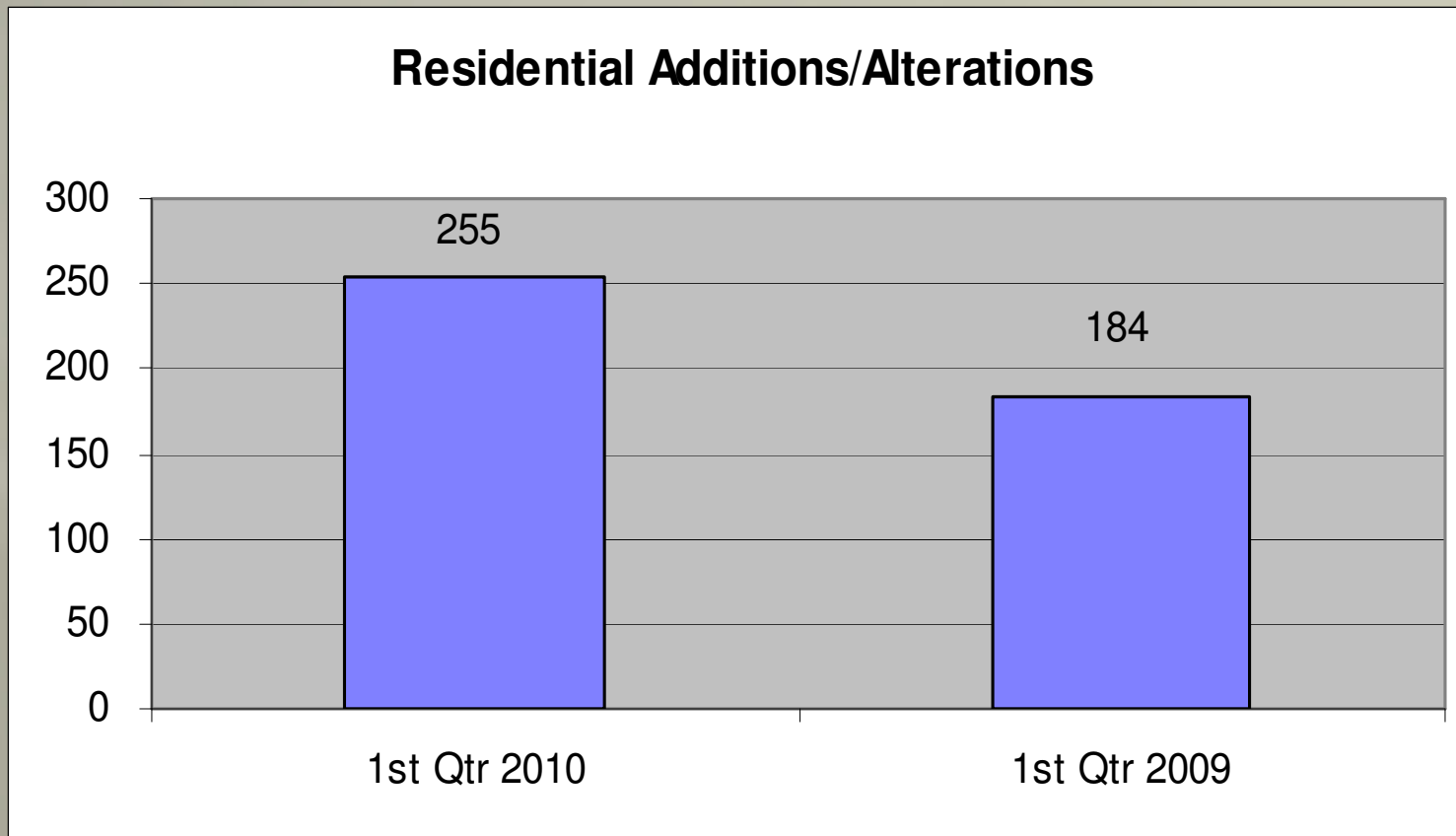
New Single Family Building Permits



Building Permits – New Commercial



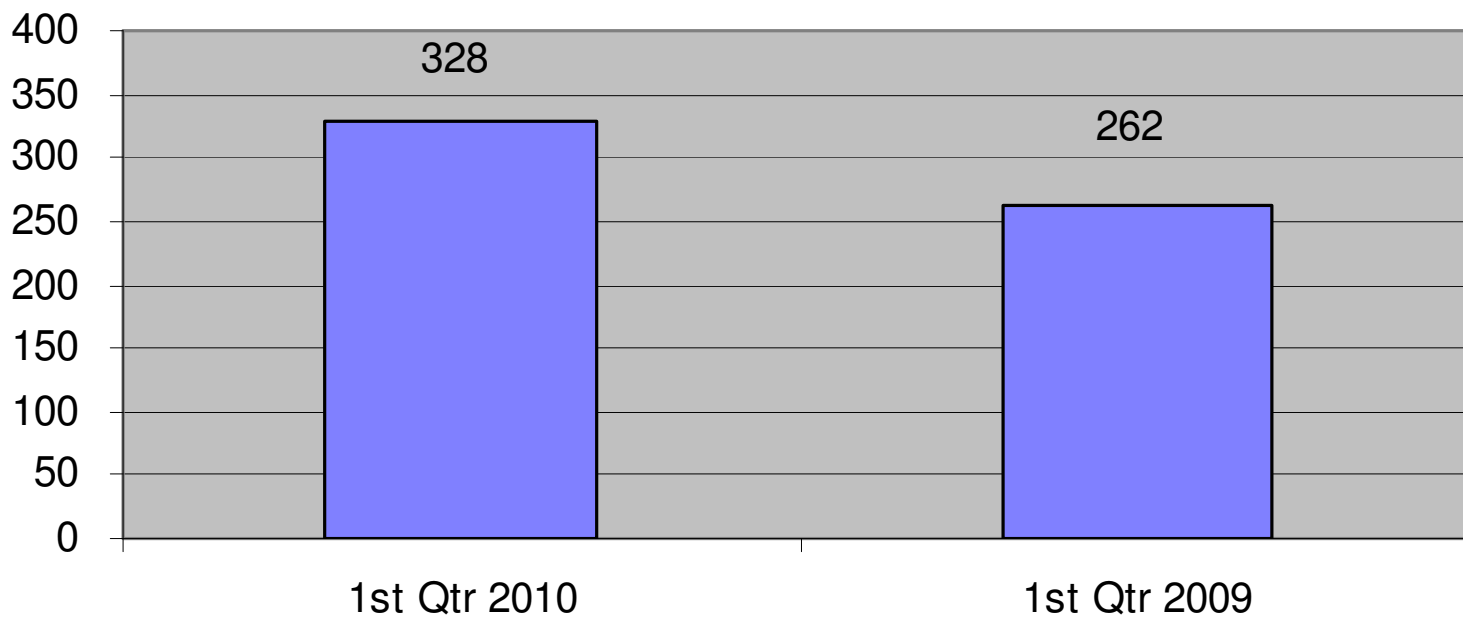
Residential Additions/Alterations



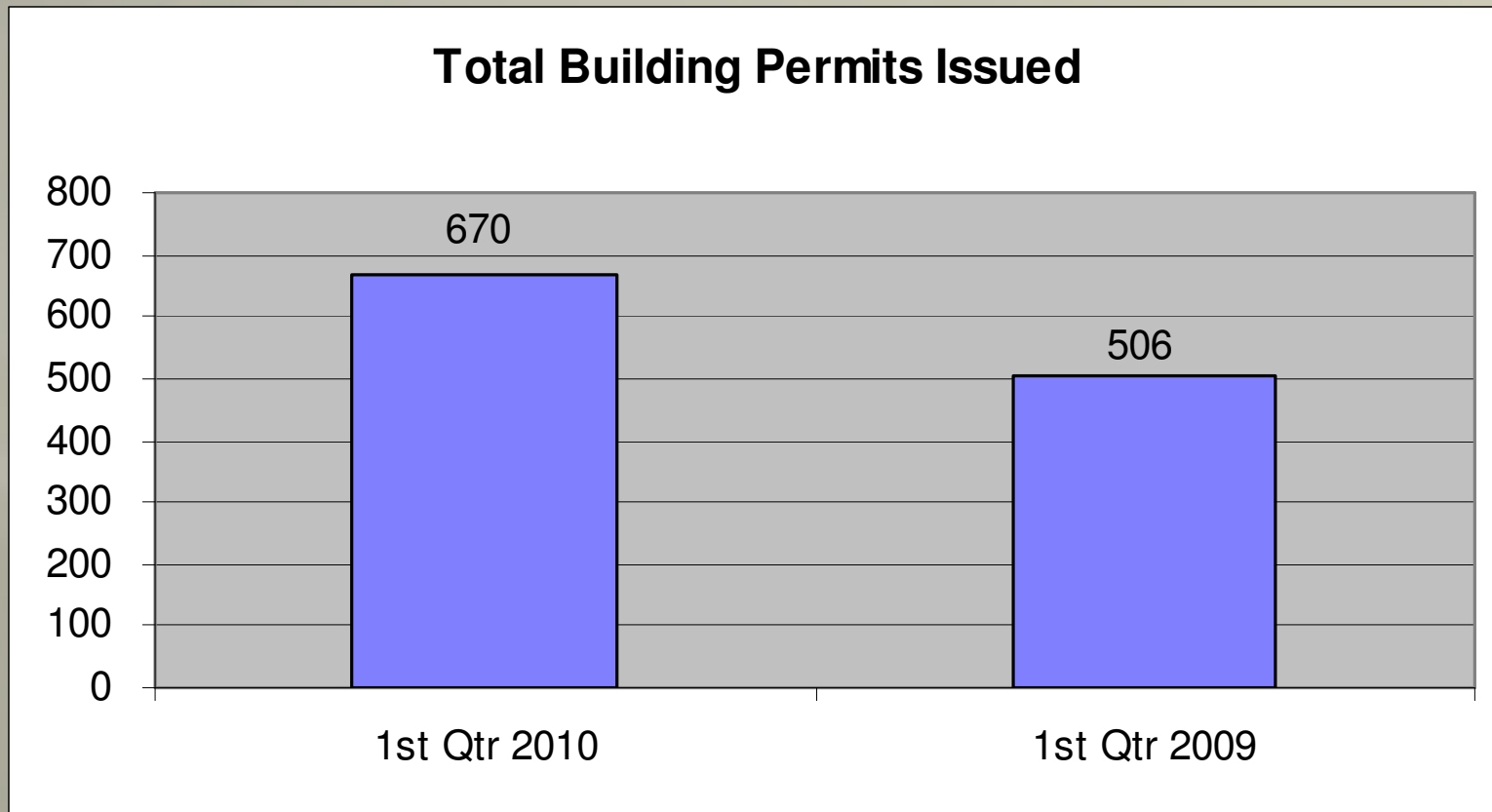
Commercial Additions/Alterations



Commercial Additions/Alterations



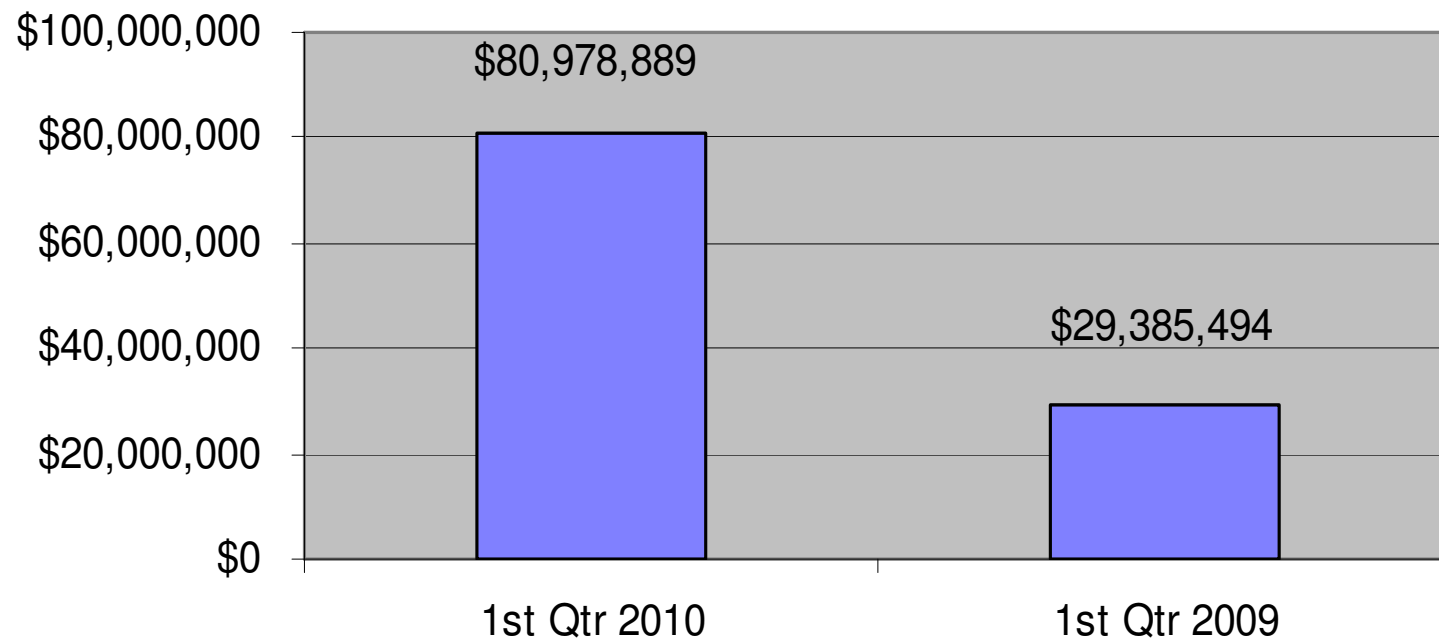
Total Building Permits Issued



Total Permit Construction Value



Total Permit Construction Value



ASHEVILLE



Questions?

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